

city living, dc style!

EXPO

The District is having a **move-in** sale.



you're invited to join in.

It's **city living, dc style**, with all the affordable housing, shopping, eating, transportation, entertainment and culture DC has to offer. The goal of the **city living, dc style! EXPO** is to put it all in once place—and turn attendees into residents of the District.

At the expo, guests can get all the information they'll need to rent or own a home in the District. From virtual neighborhood tours to on-the-spot mortgage assistance, attendees can get everything but a set of keys.

October 24 - 26, 2003

The Washington Convention Center
Washington, DC

city living, dc style!

EXPO

Think we're just monuments and memorials? Think again: More than 30,000 housing units are either completed, under construction or planned—from affordable to high-end. Best Buy and H&M are here. Target and a new Giant Food are coming. There are new movie theatres in Georgetown—with 14 more on the way in Columbia Heights.

The amenities the District needs to attract new residents are growing. So, if you're in the housing and or related-services business, then you should be at the **city living, dc style! EXPO**.

city living, dc style! EXPO attendees can...

- *Learn about affordable housing options available in the District*
- *Research what neighborhood suits their lifestyle*
- *Find a mortgage that will suit their financial needs*
- *Receive counseling on home purchase or rental*
- *Learn about the housing options the city has to offer: from apartments to historic row houses, from condos to new single-family homes*
- *Attend seminars on all aspects of living in Washington, DC – from arts and culture to maintaining your largest investment – your home.*
- *Learn about the financial incentives available to those who purchase, rent and work in the city, like our \$5,000 first-time homebuyer tax credit.*

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"Homeownership is a key pathway to economic stability. It is essential to building strong neighborhoods. We want to encourage teachers, firefighters, nurses, police officers, computer technicians, carpenters, and thousands of others to put down roots in Washington, DC -- To build equity in a home that can be passed down from one generation to the next."

- Mayor Anthony A. Williams, Inauguration Speech, January 2003



The Power of Tradeshows: According to the Trade Show Bureau, "decision makers prefer trade shows over trade publications and cold call sales" for almost every type of purchasing information. The opportunity to meet residential prospects and answer their questions adds value to any marketing campaign. Remember, seeing is believing!

- Trade show leads cost 70% less to close than field sales calls.
- Over 50% of tradeshow leads don't require a sales call to close.
- Lead development at a tradeshow is as much as seven times the number of prospects reached through normal field sales techniques.
- Trade shows draw quality audiences.
- Trade shows reach unknown prospects.

Sponsorship/Exhibitor Opportunities: Participating through sponsorship of an event and/or exhibiting gives you the opportunity to get your company's name, products and services in front of the people who make decisions. It allows heightened visibility of your product or services. Use this marketing opportunity to communicate with a particular lifestyle and differentiate yourself from your competition. Contact **Annette S. DeLorenzo, CMP** (adelorenzo@tcico.com or 202.457.0315 x3003) for more information.

Program Development: You are encouraged to participate in the development of the numerous workshops that are being offered. Contact **Annette S. DeLorenzo, CMP** (adelorenzo@tcico.com or 202.457.0315 x3003) for further information.

**Call today for more information on becoming a Sponsor or Exhibitor:
202.457.0315**

city living, dc style!

EXPO

basic demographics

Population: 572,059
Number of Households: 220,832
Average Household Size: 2.17
Number of Housing Units: 264,831
Average Household Income: \$65,682
Average Household Wealth: \$131,280
Average Age of Resident: 37.6

retail

Retail sales, (\$1000) 2,788,831
Retail sales per capita \$5,274
Minority-owned firms 33.6%
Total Rentable Building Area 6,373,653 sf

museums and culture

Amount spent annually by cultural institutions in DC: \$392 million
Number of museums in Washington, DC: 62
Number of theaters in Washington, DC: 9
Average age of Washington area theater-goer: 45
Percent of area theater-goers from DC: 25% (vs. 12% nationwide)

housing

Number of Housing Units: 264,831
Single-Family Detached: 33,000
Townhouse: 68,000
Multi-Family: 161,800
Percentage of Home Sales to First-Time Buyers: 52%
First-Time Homebuyers Federal Tax Credit: \$5000

city living, dc style!

EXPO

city living, dc style! EXPO schedule

Friday, October 24, 2003

| | |
|--------------------|---|
| 10:00 AM - 4:00 PM | Exhibitor Set-up |
| 3:30 PM - 8:00 PM | Registration Open |
| 5:30 PM - 8:00 PM | Opening Event |
| | <ul style="list-style-type: none">- Ribbon cutting ceremony featuring Mayor Anthony Williams- Exhibit Hall Preview- city living, single style! EXPO symposium with special guest speaker |

Saturday, October 25, 2003

| | |
|---------------------|---------------------------|
| 8:00 AM - 4:00 PM | Registration Open |
| 9:30 AM - 10:30 AM | Education Workshop |
| 9:00 AM - 6:00 PM | Exhibit Hall Open |
| 11:00 AM - 12:00 PM | Education Workshop |
| 1:00 PM - 2:00 PM | Education Workshop |
| 2:30 PM - 3:30 PM | Education Workshop |
| 4:00 PM - 5:00 PM | Education Workshop |

Sunday, October 26, 2003

| | |
|---------------------|---------------------------|
| 9:00 AM - 3:00 PM | Registration Open |
| 10:00 AM - 5:00 PM | Exhibit Hall Open |
| 10:30 AM - 11:30 AM | Education Workshop |
| 1:00 PM - 3:00 PM | Education Workshop |
| 3:00 PM - 4:00 PM | Education Workshop |

city living, dc style!

EXPO

Ready to Move In?

To participate please contact the following staff:

EDUCATIONAL OPPORTUNITIES

| | |
|---|---------------------------|
| Annette S. DeLorenzo, CMP <i>The TCI Companies</i> | 202.457.0315 x3003 |
|---|---------------------------|

EXHIBITOR INFORMATION

| | |
|---|---------------------------|
| Annette S. DeLorenzo, CMP <i>The TCI Companies</i> | 202.457.0315 x3003 |
|---|---------------------------|

| | |
|---|---------------------|
| Michael Stevens , <i>The Washington, DC Marketing Center</i> | 202.638.7333 |
|---|---------------------|

| | |
|---|---------------------|
| Lily Qi , <i>The Washington, DC Marketing Center</i> | 202.638.7333 |
|---|---------------------|

PRESS/ GENERAL INFORMATION

| | |
|---------------------|---------------------|
| Chris Bender | 202.727.4707 |
|---------------------|---------------------|

Office of the Deputy Mayor for Planning and Economic Development

| | |
|---|---------------------|
| Chris Knudson , <i>The Washington, DC Marketing Center</i> | 202.638.6732 |
|---|---------------------|

| | |
|---|---------------------|
| Michelle Mobley , <i>The TCI Companies</i> | 202.457.0315 |
|---|---------------------|

REGISTRATION INFORMATION

| | |
|---|---------------------------|
| Annette S. DeLorenzo, CMP <i>The TCI Companies</i> | 202.457.0315 x3003 |
|---|---------------------------|

SPONSORSHIP OPPORTUNITIES

| | |
|---|---------------------|
| Michael Stevens , <i>The Washington, DC Marketing Center</i> | 202.638.7333 |
|---|---------------------|

| | |
|---|---------------------------|
| Annette S. DeLorenzo, CMP <i>The TCI Companies</i> | 202.457.0315 x3003 |
|---|---------------------------|

city living, **dc** style!

EXPO



October 24 - 26, 2003

*The Washington Convention Center
Washington, **DC***

SPONSORSHIP INFORMATION

Platinum Sponsor
\$100,000

Benefits to Platinum Sponsor:

Recognition:

- Your company will be identified as the Platinum Sponsor on the prominent signage in the registration area, entryway to the Expo and in the Expo Hall.
- One 20' x 20', or equivalent, prime exhibit space at the event (includes exhibit space carpeting)
- Each day, four announcements will be made over the Convention Center public address system recognizing your company as a Platinum Sponsor. (These announcements will be pre-recorded by Mayor Anthony A. Williams)
- Your organization and logo will be printed on the wristbands of all attendees of the **city living, dc style! EXPO**.
- Exclusive use of the pre-registered attendee list prior to the event, and unlimited use of the post-event final registration list.
- Your organizations literature and a daily Press Release (topic to be determined by sponsor) will be distributed in the Press Area.

Function Sponsorship:

- Mayor Anthony A. Williams will present a Plaque to your company and recognize your contribution as a Platinum Sponsor during the VIP Reception to be held the Friday evening of the event.
- Your company will receive fifteen (15) complimentary passes to the VIP Reception.

Print, Electronic and Media Promotion:

- A press release describing your organization's involvement in the event and your contributions to the Washington, DC community will be distributed to the city's major press outlets two weeks before the event.
- Your company will be recognized as the Platinum Sponsor in a Quarter Page Sunday *Washington Post* Advertisement.
- Identification as a Platinum Sponsor in the Expo Program, with black and white advertisement space reserved on the inside of the front or outside of the back cover (a copy of which will be given to each attendee as they arrive) (art due no later than 09-05-03)
- Your company will be the topic of a feature article within the Expo Program
- Your company literature (a brochure, invitation, special giveaway item, etc.) will be placed in the bag each attendee receives when registering. (Item will be supplied by your organization)
- Rotating banner advertisement on the event home page with a link to your company's website for one year
- Recognition as a Platinum Sponsor in all press material
- Your company logo identification of Platinum Sponsor status will be featured in all television advertisements for the event
- Recognition as a Platinum Sponsor in all radio advertisements for the events

Expo Recognition:

- Honorary Expo Advisory Board Position for the event (designee must be approved by Expo Management)
- Your company logo, identifying you as a Platinum Sponsor, will be part of the daily "gobo" show at the event
- Your company will receive thirty (30) Expo VIP passes, allowing access to the VIP lounge

Renewal Option:

- First right of refusal

Benefits to Gold Sponsors:

Gold Sponsor

\$50,000

Four Available

Recognition:

- Your company will be identified as a **city living, dc style! EXPO** Gold Sponsor on the prominent signage in the registration area, entryway to the Expo and in the Expo Hall
- One 20' x 20', or equivalent, prime exhibit space at the event (includes exhibit space carpeting)
- Each day, two announcements will be made over the Convention Center public address system recognizing your company as a Gold Sponsor (These announcements will be pre-recorded by Mayor Anthony Williams)
- Your staff attending the **city living, dc style! EXPO** will be provided with sponsor ID wristbands identifying them as members of a Sponsor Company, entitling them to discounted items throughout the Convention Center
- Your organizations literature and one Press Release (topic to be determined by sponsor) will be distributed in the Press Area.

Print & Electronic Promotion:

- Unlimited use of the post-event final registration list.
- Half page ad in a prime location within the Expo Program.
- Your company will be the topic of a half page article within the Expo Program.
- Your company literature (a brochure, invitation, giveaway item, etc.) will be placed in the bag each attendee receives when registering. (One item, maximum of four pages, supplied by your organization).
- Your company will be recognized as a Gold Sponsor in one *Washington Post* Quarter Page Advertisement.
- Your Corporate logo will be present on the event website with a link to your website for one year
- Recognition as a Gold Sponsor in radio advertisements for the event.

Function Recognition:

- Your company will receive ten (10) passes to the VIP Reception held the Friday evening of the event.
- Your company will be recognized as a Gold Sponsor and thanked by the Mayor during the VIP Reception.

Conference Recognition:

- Your company logo, identifying you as a Gold Sponsor, will be part of the daily "gobo" show
- Your company will receive twenty (20) Expo VIP passes, allowing access to the VIP lounge.

Renewal Option:

- First right of refusal.

Benefits to Silver Sponsors:

Silver Sponsor

\$25,000

Eight Available

Recognition:

- Your company will be identified as a **city living, dc style! EXPO** Silver Sponsor on the signage in the registration area, by the entry-way to the Expo and in the Expo hall
- One 10' x 10', or equivalent, prime exhibit space at the event (includes exhibit space carpeting).
- Each day, an announcement will be made over the Expo public address system recognizing your company as a Silver Sponsor.
- Your staff attending the **city living, dc style! EXPO** will be provided with sponsor ID wristbands identifying them as members of a Silver Sponsor team, entitling them to discounted items throughout the Convention Center.
- Your organization's literature will be distributed in the Press Area.

Print & Electronic Promotion:

- Your company will receive a quarter page black and white advertisement in a prime location within the Expo Program (a copy of which will be given to each attendee as they arrive).
- Your company will be the topic of a quarter page synopsis within the Expo Program.
- Your corporate logo will be featured in the print black and white advertisements.
- Your corporate logo will be present on the event website with a link to your website for one year.

Function Recognition:

- Your company will receive eight (8) passes to the VIP Reception held at the City Museum the Friday evening of the event.
- Your company will be recognized as a Silver Sponsor and thanked by the Mayor during the VIP Reception.

Conference Recognition:

- Your company logo, identifying you as a Silver Sponsor, will be part of the daily "gobo" show.
- Your company will receive ten (10) Expo VIP passes, allowing access to the VIP lounge.

Benefits to Bronze Sponsors:

Bronze Sponsor
\$15,000, Ten (10) Available

Recognition:

- Your company will be identified as a **city living, dc style! EXPO** Bronze Sponsor on the signage in the registration area and by the entryway to the Expo.
- One 10' x 10', or equivalent exhibit space at the event.
- Your staff attending the **city living, dc style! EXPO** will be provided with sponsor ID wristbands identifying them as members of a Bronze Sponsor team, entitling them to discounted items throughout the Convention Center.

Print & Electronic Promotion:

- Your company will be identified as a Bronze Sponsor, with a logo and a 150 word synopsis in a prime location within the Expo Program (a copy of which will be given to each attendee as they arrive).
- Your Corporate logo will be present on the event website with a link to your website for one year.

Function Recognition:

- Your company will receive four (4) complimentary Bronze Sponsor passes to the VIP Reception held the Friday evening of the event.
- Your company will be recognized as a Bronze Sponsor and thanked by the Mayor during the VIP Reception.

Conference Recognition:

- Your company logo, identifying you as a Bronze Sponsor, will be part of the daily "gobo" show
- Your company will receive six (10) Expo VIP passes, allowing access to the VIP lounge.

Benefits to Sponsor:

Expo Breakfast, Serves 400
\$15,000 (Two Available)

- Your company can be the welcoming face of the **city living, dc style! EXPO**. As attendees enter the Expo your company, sponsoring bagels, juice and coffee, will welcome them. (You will be allowed to have representatives of your organization present to greet attendees at the breakfast.)
- Signage will be displayed throughout the breakfast area showcasing your corporate logo and sponsorship
- On the day you are the designated sponsor, your company will be listed as the sole sponsor of this breakfast.
- Napkins with your logo will be served with the bagels and coffee during the breakfast.
- Your company will receive an eighth of a page black and white advertisement in the Expo Program.
- Your company will be identified as a Breakfast Sponsor, with a logo in the Expo Program (a copy of which will be given to each attendee as they arrive).
- Your Corporate logo will be present on the event website with a link to your website for one year.
- Your company will receive five (5) Expo VIP passes, allowing access to the VIP lounge.

PLEASE NOTE: If you sponsor both days of the Breakfast, please add the following benefits:

- Your company will receive eight (8) passes to the VIP Reception held the Friday evening of the event.
- Your company will be recognized as a Sponsor and thanked by the Mayor during the VIP Reception.

Cyber Café Sponsor
\$35,000

Exclusive Two Day Sponsorship

Benefits to Sponsor:

- 10' X 10' Expo space at the event with carpet
- Your Corporate home page will be on all Cyber Café computer screens
- Each day, three announcements will be made over the Expo public address system recognizing your company as the Cyber Café Sponsor.
- Identification as the Cyber Café sponsor in with a half-page black and white advertisement in the Expo Program.
- Your company will be identified as a the Cyber Café Sponsor, with a logo and half page article in the Expo Program (a copy of which will be given to each attendee as they arrive).
- Your corporate logo will be present on the event web site with a link to your web site for one year
- Your company will receive eight (8) Expo VIP passes, allowing access to the VIP lounge.

Mini Cooper Sponsorship
\$4,000, Twenty (20) available

Benefits to Sponsor:

What better "city car" for a new resident of the District than a Mini Cooper? Join 19 other sponsors in the Mini Cooper Giveaway. Before the end of the event attendees must visit each sponsor's booth and have that booth's Sponsor stamp their Mini Cooper Sheet. Once all twenty stamps have been collected, attendees turn in their completed sheet for the drawing. One lucky winner will be pulled at 5:00 pm the last day of the Expo and will receive a FREE 2003 Mini Cooper! (Taxes and Title not included.)

- Your company will be listed as a Mini Cooper Puzzle Sponsor with logo signage placed next to the giveaway Mini Cooper.
- Custom signage in each sponsor's booth identifying your company as a "Mini Cooper Stamp Sponsor" .
- Your company will be identified as a Mini Cooper Sponsor with a logo in the Expo Program along with an article detailing the promotion.
- Your company will receive two (2) Expo VIP passes, allowing access to the VIP lounge.

\$10,000 Down Payment Giveaway
\$3,000, Ten (10) Available

Benefits to Sponsor:

- Your exhibit will be one of 10 where attendees can enter to win the \$10,000 down payment giveaway.
- Signage will be displayed in the prize drawing area showcasing your Company logo and sponsorship.
- You will receive appropriate signage at your exhibit space indicating that you are a Down Payment Giveaway Booth.
- Your company logo will be placed in the Expo Program.
- Your company will receive two (2) Expo VIP passes, allowing access to the VIP lounge.

Ceiling Banner Sponsor \$20,000--

Exclusive

Benefits to Sponsor:

Recognition:

- Your company will be identified on all ceiling banners on the **city living, dc style! EXPO** floor (Banners to be provided by sponsor).
- Your company will be the only organization highlighted on each banner.
- Each day, three announcements will be made over the Expo public address system recognizing your company as the Aisle Sponsor.
- Your staff attending the Conference & Expo will be provided with sponsor ID wristbands identifying them as a Sponsor, entitling them to them to discounted items throughout the convention center.
- Your organization's literature will be distributed in the Press Room.

Print & Electronic Promotion:

- Identification as The Ceiling Banner Sponsor with Quarter Page article and your logo in the Expo Program
- Your company will be identified as The Ceiling Banner Sponsor with your logo on the event web site in the time up top and during the event.
- Following the event, your Corporate logo will be present on the event website with a link to your website for one year.
- Your company literature (a brochure, invitation, give away item, etc.) will be placed in the bag that each attendee receives when registering. (Item to be supplied by your organization).

Function Recognition:

- Your company will receive eight (8) complimentary Sponsor passes to the VIP Reception held at the City Museum the Friday evening of the event.
- Your company will be recognized as the Ceiling Banner Sponsor and thanked by the Mayor during the VIP Reception.

Conference Recognition:

- Your company will receive ten (10) Expo VIP passes, allowing access to the VIP lounge.

**Attendee Bag Sponsor
\$15,000+ the cost of bags
Exclusive Sponsorship**

Benefits to Sponsor:

- Your company logo will be printed on the bag containing the literature for each **city living, dc style! EXPO Conference** attendee. This bag will be given to each attendee as they register (Sponsor responsible for cost of bags)
- Your company literature (a brochure, invitation, giveaway item, etc.) will be placed in the bag each attendee receives when registering. (Two items only - Maximum of eight pages each)
- Your company will receive an eighth of a page black and white advertisement in the Expo Program.
- Your company will be identified as a Sponsor, with a logo in the Expo Program (a copy of which will be given to each attendee as they arrive).

city living, **dc** style!

EXPO



October 24 - 26, 2003

The Washington Convention Center
*Washington, **DC***

EXHIBITOR INFORMATION

You need to be there to:

- Arouse interest in your product
- Establish contact with the market
- Generate awareness of your product or service
- Build preference and further your organization's brand
- Make specific offers and generate leads
- Close the sale
- Keep them customers for life
- Discover what your industry partners and competitors are Offering

exhibit rates...

nonprofit rates...

| | | |
|--------------------|---------|-------|
| 20'x20' Booth: | \$3,000 | \$200 |
| 10'x10' Booth: | \$2,000 | \$175 |
| Tabletop (6'x30"): | \$1,500 | \$150 |

what you get when you exhibit at the city living, **dc style!** EXPO...

- Exhibit description and hyperlink on www.citylivingdc.com through 2003 (Exhibitor must provide electronic version of company logo)
- Discounted advertising rates in the Final Program
- Mailing list of all attendees
- Exhibit description in final program (**Final** Deadline for this information is **09-05-03**)
- Identification sign consisting of company name and booth number
- 24-Hour Security
- All booths and tabletops come with one (1) 6' table and two (2) chairs
- Advanced Website Promotions and Final Program
- Each exhibitor is asked to submit a description of the exhibit, not to exceed 50 words in length, with the Application to Exhibit. This description is for inclusion in **city living, dc style! EXPO** website promotions and publication in the Final Program.

*Descriptions should be emailed to adelorenzo@tcico.com and should include company website for hyperlink. If the description is not sent with the application, it must be sent to the **city living, dc style! EXPO** Show Management no later than **September 5, 2003** for inclusion in the final program. **city living, dc style! EXPO** reserves the right to edit these descriptions in any marketing, advertising and other informational materials.*

important exhibit information...

Smoking

city living, dc style! EXPO has established a non-smoking policy for the expo. This policy applies to the entire Washington Convention Center.

Food & Beverage

Distribution of food and beverages shall be conducted as permitted by the Washington Convention Center.

Booth Information

All linear booths are 10'x10'. A 20'x20' booth is a combination of two (2) 10'x10' booths. All configurations are shown on the floor plan. Additional islands may be created by city living, dc style! EXPO and the Exhibitor by selecting any full block of booths. Every effort will be made by city living, dc style! EXPO to assign booths of the same type per the Exhibitor's request. However, this cannot be guaranteed. All dimensions are believed to be accurate but are not warranted by city living, dc style! EXPO.

Booth Design

The back wall of the standard booth is 8' high. The side partitions are 4' high. Exhibits will be arranged so as not to obstruct the view of other exhibitors. The sidewalls of any booth, exceeding 4' in height to a maximum of 8' height, may not extend more than 5' from the back wall. Sidewalls 4' or less in height are limited to 7' in length from the back wall. No built-up exhibit or other construction will exceed 8' in overall height. Overhead canopies or simulated ceilings cannot extend out more than two-thirds of the depth of the booth space measured from the back wall. The height of display materials in the remaining one-third of the space depth is limited to a maximum height of 4'. Exhibitors desiring to use other than standard booth equipment, any sign or materials conflicting in any way with the above regulations should submit a detailed sketch of the proposed layout at least 60 days before the meeting or before construction is ordered and receive written approval from city living, dc style! EXPO Show Management.

Back and side height requirements on the side adjoining other booths

Booth decorations which, in city living, dc style! EXPO's opinion, do not interfere with the view of any other exhibitor, may be utilized within the islands up to a height of 16'. Exhibitors desiring to use other than standard equipment or arrangements must submit a detailed proposed layout and receive written approval from the city living, dc style! EXPO Show Management, prior to the use of other such equipment or arrangements.

Interpretation and Application of Rules and Regulations

All matters and questions not specifically covered by these Rules and Regulations are subject to the decision by city living, dc style! EXPO. Exhibitors agree to comply with all subsequent reasonable rules. city living, dc style! EXPO may grant permission to exhibit subject to such special conditions of limitations as it deems necessary to assure that an exhibit satisfies the basic criteria for exhibits.

Exhibitor Service Center

A service center located in the hall and staffed by representatives of all official contractors will be open throughout the duration of the city living, dc style! EXPO.

Official General Service Contractor

The official contractor those represented in the service kit have been selected as the official exhibitor service contractors for the city living, dc style! EXPO. All official contractors act in their own behalf in all arrangements with exhibitors and are not agents, employees or representatives of city living, dc style! EXPO. All services or materials supplied by such contractors on order of the exhibitor will be billed directly by the contractor to the exhibitor. Therefore, city living, dc style! EXPO does not assume any liability or responsibility for any act performed or omitted by such official contractors, and exhibitor agrees to look only to such official contractors in such event.

General questions regarding any services ordered through Decorator Expo should be directed to the customer service department.

Exhibitor Service Kit

The Exhibitors' Service kit contains all of the forms and information necessary for ordering of labor and services at the city living, dc style! EXPO. The kit will contain order forms for services such as rental furnishings, booth carpet, labor, signage, plumbing, floral, audiovisual, telephone, photography, electrical services, rental displays and cleaning and will be mailed to you 60 days prior to show opening.

Independent Contractors

Exhibitors wishing to utilize an independent service contractor must submit written notification to city living, dc style! EXPO no later than **October 5, 2003** with the name of the contractor, address and supervisor in attendance. Independent contractors must submit a certificate of insurance to city living, dc style! EXPO prior to **October 5, 2003**. Neglecting to do so will result in the contractor being prohibited from setting up.

Independent contractors providing services at the city living, dc style! EXPO are subject to any rules imposed by the Convention Center and City Living, DC Style! Expo. In order to protect the security of the exhibit hall, independent cleaning contractors will not be allowed in the exhibit hall.

APPLICATION AND CONTRACT FOR EXHIBIT SPACE

The Washington Convention Center
Washington, DC

October 24 – 26, 2003

Contact Information

Company Name.....

Contact.....
Title.....

Tel..... Fax.....
Email.....

Address.....
.....

Products or Services to be featured:

.....
.....
.....

**Exhibit Space Rates

- ☐ 10'x10' booth – \$2000 per booth # ____ Booth(s) x \$2000 = _____
- ☐ 6'x30" Tabletop exhibit - \$1500 per table# ____ table(s) x \$1500 = _____

** All exhibit space is assigned on a first come, first served basis unless you are a sponsor.

PAYMENT INFORMATION

Full payment is due with this application

Questions? Email adelorenzo@tcico.com

Cancellation Penalties

- ♦ 20% of total booth cost through 09-05-03
- ♦ 50% of total booth cost after September 5 through October 5, 2003
- ♦ 100% of total booth cost after October 5, 2003

All cancellations must be in writing

Mail payments to:

Washington, DC Marketing Center
c/o city living, dc style! EXPO Management
1213 K Street, NW
Washington, DC 20005

Fax credit card payments to:202-638-6730

Credit Card Payment

- ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card Number: _____ Amount: \$ _____

Exp. Date: _____ Name on Card: _____

This exhibit space application will become a contract upon acceptance with authorized signatures and is based upon the exhibit floor plan, exhibit space fees, rules governing the Expo and general information that is included with this document.

Exhibitor Signature..... Date.....

Company..... Telephone.....

Show Management Use

Received Payment Processed..... Cancellation.....

Assigned Booth Number..... Show Management Signature.....

Assignment of Exhibit Space

Exhibit space will be assigned City Living – DC Style! Expo Management in accordance with the policy announced by the time display space is offered for reservation. No contract will be in force until signed by Expo Management.

Location of Exhibits

The Expo will be held at the Washington Convention Center, Washington, DC.

Exhibitor may not sublet his exhibit space, nor any part thereof, nor exhibit, offer for sale, or advertise articles not manufactured or sold by the exhibiting company, except where such articles are necessary for proper demonstration or operation of the exhibitor's display, in which case the identification shall be limited to the manufacturer's normal regular nameplate. Exhibitor may not permit non-exhibiting company representatives to operate from his booth. Rulings of City Living -- DC Style! Expo Management shall, in all instances, be final with regard to use of exhibit space.

Occupancy Default

Any exhibitor failing to occupy space contracted for shall not be relieved of the obligation of paying the full rental charge of such space. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by city living, dc style! EXPO Management, and re-allocated or reassigned for such purposes or use city living, dc style! EXPO Management may see fit. No refunds will be made. city living, dc style! EXPO Management will make every effort to relocate booth space.

Eligibility

CITY LIVING has the sole right to determine the eligibility of any company or product for inclusion in the Expo.

Cancellation or Change of Expo

In the event that the premises in which the Expo is conducted should become unfit for city living, dc style! EXPO Management occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of city living, dc style! EXPO Management or its agents, the Expo may be canceled or moved to another appropriate location, at the sole discretion of City Living-DC Style! Expo Management. City Living-DC Style! Expo Management shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of NLC. Causes for such action beyond the control of shall include, but are not be limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the DC Convention Center, municipal, state or federal laws, or act of God. Should city living, dc style! EXPO Management terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising there from. Refunds in the event of termination shall be made to exhibitors in the amount of the original exhibit fee less pro rata adjustments based on city living, dc style! EXPO Management costs incurred from staging the Event.

Cancellation by Exhibitor

In the event of cancellation by an exhibitor, city living, dc style! EXPO Management shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation, according to the following schedule:

Through September 5, 2003 20% of total booth rental fee.

After September 5 through October 5, 2003 50% of total booth rental fee.

100% after October 5, 2003.

Canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment. Appropriate payment must be received within 15 days of cancellation.

City Living -- DC Style !Expo Management must receive written notification of the cancellation by fax or email. Date cancellation notice is received by City Living -- DC Style !Expo Management

will determine above assessment charges. In the event of either a full or partial cancellation of space by an exhibitor, City Living -- DC Style !Expo Management reserves the right to reassign canceled booth space, regardless of the cancellation assessment.

Exhibitor Representative's Responsibility

Exhibitor agrees to indemnify city living, dc style! EXPO Management, its employees, agents, or representatives against and hold them harmless for all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.

Limitation of Liability

Exhibitor agrees to make no claim for any reason whatsoever against city living, dc style! EXPO Management for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the Expo as scheduled; nor for any action or omission of city living, dc style! EXPO

Installing, Exhibiting, Dismantling

Hours and dates for installing, exhibiting, and dismantling shall be those specified by City Living -- DC Style ! Expo Management in the Exhibitor Manual. All exhibits must be installed and set by 5:00 p.m. on Friday, October 23. Exhibits must be staffed during all show hours and may not, to any extent, be dismantled before the official closing of the Expo on Sunday, October 26,

2003. Any Exhibitor who begins to dismantle or pack exhibit materials prior to the official Expo closing will be assessed a \$500 penalty fee and may be restricted from participating in future city living, dc style! EXPO Management Expos until this fee is reconciled. An Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Expo before the specified conclusion of the dismantling period set by City Living -- DC Style! Expo Management.

Agreement to Rules

Exhibitor, for himself or itself, his or its personnel, employees, agents or representatives, agrees to abide by the foregoing rules and those provided and contained in the Exhibitors Manual, and by any amendments and additional rules that may be put into effect by city living, dc style! EXPO Management.

Damage to Property

Exhibitor is liable for any damage caused to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property. Exhibitor may not apply paint, lacquer, adhesive or apply other coatings to building columns, floors or walls, or to standard booth equipment.

Floor Loading

Under no circumstances may the weight of any equipment or exhibit material exceed the specified floor load limit of the exhibit hall. Exhibitor accepts full and sole responsibility for injury or damage to property or persons resulting from failure, knowingly or otherwise, to distribute the exhibit material and products in conformity with the maximum floor load specifications.

Alcoholic Beverages

The dispensing, distribution or use of alcoholic beverages in the Expo hall is prohibited without the express prior approval of city living, dc style! EXPO MANAGEMENT Expo Management.

Flammable Materials

No flammable fluids or materials of any nature, including decorative materials, use of which is prohibited by national, state, or city fire regulations may be used in any booth.

Lotteries or Contests

The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational past time is permitted only on written approval from city living, dc style! EXPO MANAGEMENT Expo Management.

Noise and Odors

Noisy or obstructive work will not be permitted during open hours of the Expo, nor will noisily operating displays, nor exhibits producing objectionable odors. city living, dc style! EXPO MANAGEMENT Expo Management shall have sole discretion in determining what is noisy, obstructive or objectionable.

Music

Any exhibitor using music must ensure that licensing fees have been paid to the appropriate agency, i.e., ASCAP or BMI. city living, dc style! EXPO MANAGEMENT is not responsible for any licensing fees for music played in exhibitor's booth.

Obstruction of Aisles or Booths

Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby exhibitor's booth shall be suspended for any periods specified by city living, dc style! EXPO MANAGEMENT Expo Management.

Attendance

Admission policies shall remain, at all times, the prerogative of , and may be revised or amended to suit unforeseen conditions.

Booth Personnel

Exhibitor representatives are restricted to personnel engaged in the display, demonstration, application or sale of the company's product or services. Booth personnel shall wear "exhibitor" badge identification furnished by DC Style! Expo Management at all times while they are in the exhibit area. All other employees and representatives of the exhibiting companies must register as Show Attendees. DC Style! Expo Management reserves the right to restrict or limit the number of booth representatives.

Electrical Safety

All wiring on booths or display fixtures must meet underwriters' rules and standard fire department inspection. This applies to booth construction only and not to pre-wired radio and electronic equipment.

Use of Space

Displays and demonstrations are limited to the confines of an exhibitor's own booth, as is the distribution of literature or other items.

Waiver of Rights

Any rights of city living, dc style! EXPO Management under this contract shall not be deemed waived in any manner except as specifically waived in writing and signed by an authorized officer of DC Style! Expo Management.

Relocation and Floor Plan Revisions